

CLAIMS

5 1. A method of providing information related to activity of a user comprising:
sending a first view request to a first electronic site that is substantially
controlled or owned by a first entity;
receiving a first view from the first electronic site, wherein the first view
substantially corresponds to the first view request; and
sending first information related to the first view request to a second entity
that is different from the first entity.

10 2. The method of claim 1, further comprising:
sending a second view request to a second electronic site that is substantially
owned or controlled by a third entity;
receiving a second view from the second electronic site, wherein the second
view substantially corresponds to the second view request; and
not sending second information related to the second view request to
anyone.

15 3. The method of claim 1, wherein the second entity is not an Internet service
provider.

20 4. The method of claim 1, wherein the first information includes site information
related to the first view request, an identifier related to a user, and temporal
information related to the first view request.

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5. The method of claim 1, wherein the acts of sending the first view request, receiving the first view, and sending the first information are performed by the user.

5 6. The method of claim 5, further comprising:

10 sending a second view request to a second electronic site that is substantially controlled or owned by a third entity that is different from the first

entity and the second entity;

receiving a second view from the second electronic site, wherein the second

view substantially corresponds to the second view request; and

15 sending second information related to the second view request to the second entity,

wherein the acts of sending the second view request, receiving the second

view, and sending the second information are performed by the user.

15 7. The method of claim 6, wherein:

a first electronic access provider is used in routing the first view request, the first view and the first information;

20 a second electronic access provider is used in routing the second view request, the second view and the second information; and

a second electronic access provider is different from the first electronic access provider.

25 8. The method of claim 1, further comprising accessing at least some of the first information from the second entity, wherein accessing is performed by the user.

9. A data processing system program product having a code embodied within a data processing system readable medium, the code including a set of instructions executable by a data processing system of the user to perform a method of providing information related to activity of a user, the method comprising:

5 sending a first view request to a first electronic site that is substantially owned or controlled by a first entity;
receiving a first view from the first electronic site, wherein the first view
10 substantially corresponds to the first view request; and
sending first information related to the first view request to a second entity
15 that is different from the first entity.

10. The data processing system program product of claim 9, wherein the method further comprises:

15 sending a second view request to a second electronic site that is substantially owned or controlled by a third entity;
receiving a second view from the second electronic site, wherein the second view substantially corresponds to the second view request; and
20 not sending second information related to the second view request to anyone.

25 11. The data processing system program product of claim 9, wherein the second entity is not an Internet service provider.

12. The data processing system program product of claim 9, wherein the first information includes site information related to the first view request, an identifier related to a user, and temporal information related to the first view request.

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13. The data processing system program product of claim 9, wherein the method further comprises accessing at least some of the first information from the second entity, wherein accessing is performed by the user.

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14. The data processing system program product of claim 9, wherein the data processing system program product is a plug-in for a browser program.

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15. A data processing system program product having a code embodied within a data processing system readable medium, the code comprising a first set of instructions executable by a data processing system of a user to perform a first method of sending information related to a view request from the user for an electronic site, wherein the information is to be sent to an entity that is different from:

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an entity that substantially controls or owns the electronic site; and

an Internet service provider of the user, if the user is to use the Internet service provider in accessing the electronic site.

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16. The data processing system program product of claim 15, wherein the first set of instructions allow the user to select between a first mode of operation corresponding to sending the information and a second mode of operation corresponding to not sending the information to anyone.

5 17. The data processing system program product of claim 16, wherein the code
comprises a second set of instructions executable by the data processing
system to perform a second method capable of obtaining information at the
electronic site, the second method comprising:
 sending a first view request to a first electronic site; and
 receiving a first view from the first electronic site, wherein the first view that
 substantially corresponds to the first view request.

10 18. The data processing system program product of claim 17, wherein the second
set of instructions are capable of being executed after the user selects the first
mode of operation.

15 19. The data processing system program product of claim 17, wherein the second
set of instructions are capable of being executed after the user selects the
second mode of operation.

20 20. The data processing system program product of claim 15, wherein the code
further comprises a second set of instructions executable by the data
processing system to perform a second method, the second method
comprising:
 sending the view request to the electronic site;
 receiving a view from the electronic site, wherein the view substantially
 corresponds to the view request; and
 accessing at least some of the information.

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21. The data processing system program product of claim 15, wherein the information includes site information related to the view request, an identifier related to the user, and temporal information related to the view request.
- 5 22. The data processing system program product of claim 15, wherein the data processing system program product is a plug-in for a browser program.

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